

VZCZCXYZ0008
RR RUEHWEB

DE RUEHLP #0112/01 0251816
ZNR UUUUU ZZH
R 251815Z JAN 10
FM AMEMBASSY LA PAZ
TO RUEHC/SECSTATE WASHDC 0506
INFO RUEHBO/AMEMBASSY BOGOTA
RUEHBU/AMEMBASSY BUENOS AIRES
RUEHCV/AMEMBASSY CARACAS
RUEHLP/AMEMBASSY LA PAZ
RUEHQH/AMEMBASSY QUITO
RUEHSG/AMEMBASSY SANTIAGO

UNCLAS LA PAZ 000112

SIPDIS
STATE FOR IIP/G/WHA CBARONE
INFO WHA/PDA TPICKREL

E.O. 12958: N/A
TAGS: OTIP BL KPAO SCUL OEXC
SUBJECT: FY 2010 U.S. SPEAKER PROGRAM - REQUEST FOR A SPEAKER TO
ADDRESS NEW TRENDS IN ECO-TOURISM

Post shares this request with other posts in case there is interest
in joining La Paz in this program.

¶1. DESCRIPTION OF THE PROGRAM: This one-week program would be
scheduled around the XIV Tourism International Fair, an event that
will be held in the city of Tarija which will host tourism
entrepreneurs from Bolivia and other countries in the region. The
speaker would deliver a lecture at the Fair, a lecture in La Paz,
and conduct a workshop in Santa Cruz.

¶2. TIME FRAME. March 3-12, 2010. The speaker would arrive in La
Paz on Wed, March 3 to connect to Tarija that same day. Departure
would be on Friday, March 12 from Santa Cruz. Proposed itinerary
follows:

Wed, March 3 - Arrival in La Paz
Wed, March 3 - Flight to Tarija
Thu, March 4 - Program in Tarija
Fri, March 5 - Program in Tarija
Sat, March 6 - Flight to La Paz
Sun, March 7 - Rest in La Paz
Mon, March 8 - Program in La Paz
Tue, March 9 - Program in La Paz
Tue, March 9 - Afternoon flight to Santa Cruz
Wed, March 10 - Program in Santa Cruz
Thu, March 11 - Program in Santa Cruz
Fri, March 12 - Departure

¶3. PURPOSE OF PROGRAM:

One of our MSP goals is to promote economic growth of vulnerable

sectors, mainly indigenous communities. Given the need in Bolivia of a sustained economy that could allow for development opportunities for low-income sectors, it is one of the Mission's goals to provide collaboration with indigenous communities and local governments in the creation of joint strategies to advance sustainable development in economically-depressed protected areas.

With eco-tourism being an important issue for the Bolivian government, this program would support the efforts of main stakeholders by: 1) Assisting Bolivian sectors that are/will be engaged in eco-tourism administration in protected areas in the development of initiatives that could help create and/or advance alternative and productive initiatives to the benefit of local actors, 2) Promoting environment consciousness and foster active community action in the preservation of the environment, and the protection of natural reserves.

The Bolivian Tourism Guide (GBT), an organization that seeks to promote and improve eco-tourism services in Bolivia, sponsors an annual international eco-tourism fair that engages large audiences in discussions about best ways to create more professional, more targeted eco-tourism programs.

The 2010 XIV Tourism International Fair will host about 500 professionals from the region, and will allow for approximately 100

enterprises to showcase products. The speaker would be one of the various lecturers that organizers will invite to the event.

Also, the speaker would deliver the same lecture before audiences in the city of La Paz; and conduct a one-day workshop in the city of Santa Cruz. The workshop would focus on steps to follow for the design of sustainable environmentally-friendly eco-tourism programs.

Program co-sponsors would include GBT, Conservation International, the National Council on Eco-tourism (CONAES), and NGOs working in the field.

The program would meet MSP goals in Economic Growth.

14. AUDIENCE(S): Post plans to reach different audiences, ranging from professionals with extensive background in eco-tourism promotion, to representatives of local governments interested in community development, members of indigenous communities who wish to start-up eco-tourism initiatives, NGO staff dealing with environmental preservation and economic development, and university students.

15. PROPOSED TOPICS AND NATURE OF EVENTS:

Lectures (40-minute presentation, 15-minute Q&A)

2010 XIV Tourism International Fair, and other venues in La Paz, and possibly El Alto.

Topic:

"Importance of Eco-Tourism in Sustainable Development"

Topics for discussion:

- a) Empowering local communities: the impact of eco-tourism in community social, cultural, economic, and political development.
- b) Engaging communities in the creation and implementation of eco-tourism programs to promote sustainable local development.

Lecture audiences to include professionals with extensive background in eco-tourism promotion, representatives of local governments, NGO staff, and university students.

One-day workshop (two 4-hour sessions).

Topic: Community Eco-Tourism Management in Protected Areas

Topics for inter-active sessions:

- a) Understanding the concept of sustainable ecotourism
- b) Assisting local actors that are/will be engaged in eco-tourism administration in protected areas, in the development of initiatives that could help create and/or advance alternative and productive initiatives.
- c) Preventing tourism businesses from creating negative impact on the environment and the community.
- d) Creating government/community joint programs that could adjust to community needs, and could meet the expectations of clients while promoting environmental protection, social respect, and active community participation.

Workshop audience to include representatives of local governments, members of indigenous communities, NGO staff.

16. TYPE OR NAME OF SPECIALISTS REQUIRED:

Ideally, the speaker would be a Native American who has experience in Latin American countries, and who has worked extensively in creating and implementing eco-tourism programs involving the participation of indigenous communities living within natural reserves. The speaker should also be knowledgeable about the trends of eco-tourism markets -- an issue of great interest among target audiences. The speaker should be a good workshop facilitator able to conduct dynamic and inter-active workshops and deliver motivational lectures.

Post suggests contacting the International Eco-Tourism Society's office in Washington, DC to identify a potential speaker for this program. Telephone: 202-506-5033. Web: http://www.ecotourism.org/site/c.orLQKXPCLmF/b.4916707/k.2A9C/Contact_Us.htm

17. LANGUAGE REQUIREMENTS. Spanish-language skills required.

¶8. OTHER MATERIALS REQUIRED: Post's IRC would produce material for distribution.

¶9. PROGRAM OFFICERS:

Mission Program Officer is CAO E.J. Monster, office telephone 591-2-216-8422, home telephone 591-2-279-6405, fax 591-2-216-8622, email MonsterEJ@state.gov, cell number 591-715-60916.

FSN Cultural Specialist: Silvia Dattoli, office telephone 591-2-216-8977, home telephone 591-2-279-7237, fax 591-2-216-8622, dattolisc@state.gov, cell number 591-791-13403.

¶10. FUNDING SPECIFICS: Post will use I Buck allocations to cover program costs. Post will cover costs for inter-city travel out of PAS La Paz funds. Per diem for programmed cities follows:

- Tarija: USD 101
- La Paz: USD 136
- Santa Cruz: USD 143

¶11. SPECIAL CIRCUMSTANCES: Post would like to schedule an advanced program planning conference call with the potential speaker.

We look forward to working with IIP on this project.
Creamer